Concerning fair, white hands

and how to keep them fair and white

Hands that reach up in tenderness can be as soft and cool as moonflowers . . . *if* they guard their youth by using a *kind* soap in all their working hours!

LOVELY hands that speak a welcome . . . hands that express your every mood, now eloquent, now listening, now tender, now gay! Do you ever wonder how you can *keep* them soft and smooth when they are busy all day long? Don't be discouraged. You can!

You may have thought that you must use rough-and-ready kitchen soap for your household tasks in order to keep things shining and spotless.

Yet you know that strong soap burns the skin, dries it, roughens the texture so that lotions can't repair the damage. May we suggest that if you use Ivory whenever you use soap, your house and everything in it will shine and sparkle, and your hands will be *protected* —all at the same time?

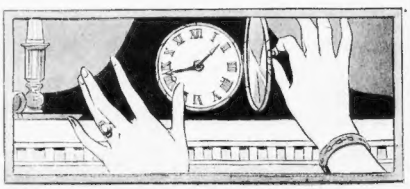
Ivory cleanses quickly, pleasantly and safely. It makes silver and china shine. Its pure bland suds safely remove tiny finger marks from creamy woodwork or wash cheerful housedresses to smiling cleanliness. And it *never* leaves a "laundry-soap" odor behind.

But even more important—Ivory helps your hands stay smooth and white. For after all, when you use Ivory for any soap-and-water task, you are merely giving your hands a *bath* with as pure and fine a toilet soap as you can buy . . . Ivory's purity protects sensitive complexions and the skin of tiny babies . . . and if you wish, it can keep your hands lovely—to say pleasant things that fair white hands can say so well.

PROCTER & GAMBLE

FREE: A little book on charm. What kind of care for different complexions? For hands? For hair, for figures? Write for "On the Art of Being Charming" to Winifred S. Carter, Dept. 58-123, P. O. Box 1801, Cincinnati, Ohio.

Hands that make ready a tea table set with lace and eggshell china and sparkling silver must be sure that they themselves are ready for the occasion. They will be—*if* they use gentle, pure Ivory.



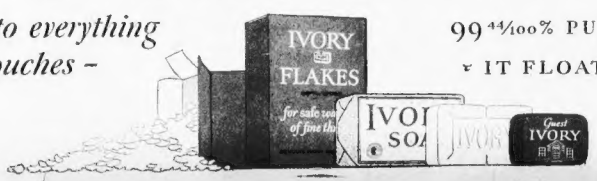
Quick, dexterous hands which keep a home and its treasures bright are also keeping their own charm—if, when they use soap, they touch only Ivory.

IVORY SOAP

– kind to everything it touches –

99 44/100% PURE

IT FLOATS



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